

Message Text

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PAGE 01 TOKYO 12465 261252Z

43

ACTION EA-07

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FM AMEMBASSY TOKYO

TO USDOC WASHDC

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UNCLAS TOKYO 12465

E.O. 11652: N/A

TAGS: BEXP, BTRA, JA

SUBJECT: DO-IT-YOURSELF BUYERS GROUP TO U.S.

REF: TOKYO 11493

1. REFTEL REQUESTED COMMERCE ASSISTANCE IN ARRANGING APPOINTMENTS FOR SUBJECT BUYER GROUP. PLEASE REPLY SOONEST.

2. WE CONSIDER THIS TRIP EXTREMELY IMPORTANT BECAUSE OF COMPOSITION OF ITS MEMBERS. FOR THIS REASON WE INCLUDED COMPANY BACKGROUND INFO IN REFTEL. FURTHERMORE, GROUP LEADER MATSUSHITA IS KNOWN IN JAPAN AS "MR. DO-IT-YOURSELF". IN ADDITION TO HIS ACTIVITIES DESCRIBED IN REFTEL, HE ALSO IS STAR OF NATIONWIDE DO-IT-YOURSELF TV SHOW WHICH IS BROADCAST TWICE WEEKLY. EMBASSY STRONGLY DESIRES TO MAKE HIS TRIP SUCCESSFUL.

3. MATSUSHITA VISITED EMBASSY RECENTLY TO EXPLAIN TRIP AND SAID THAT HE EXPECTS SOME GROUP MEMBERS TO MAKE INDIVIDUAL COMPANY PURCHASES AT MILLION-DOLLAR LEVEL. HE AGREED TO PROVIDE US WITH BUYING RESULTS UPON RETURN.

4. ADDITIONAL MEMBERS OF GROUP ARE AS FOLLOWS:

20) TOSHIHIKO YAMAGUCHI, PRESIDENT, YAMAGUCHI TEKKO K.K.,
1047 FUKUDA, SAKAI CITY, HYOGO PREFECTURE (MANUFAC-
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PAGE 02 TOKYO 12465 261252Z

TURER OF CARPENTER TOOLS. PAID-IN CAPITAL: YEN3 MILLION,

NUMBER OF WORKERS: 60 YEARLY SALES: YEN140 MILLION)

21) SHIGEMITSU YAMADA, CHIEF, TOKYO IN-HOUSE K.K.,
1-3-3, OHIRA, SUMIDA-KU, TOKYO

22) KATSUJI NISHII, MANAGER, KITAKYUSHU BRANCH, NISHII
PAINT SANGYO K.K., 2-4-16, KAMITOOTSU, KOKURA-KU,
KITA-KYUSHU CITY, FUKUOKA (PAINT WHOLESALER. PAID-IN
CAPITAL: YEN25 MILLION; NUMBER OF WORKERS: 165; YEARLY
SALES YEN3.5 BILLION; HAS 7 BRANCH OFFICES AND 4 SALES
DEPOTS)

23) HISANORI NISHII, CHIEF, DO-IT-YOURSELF ENTERPRISES
SECTION, NISHII PAINT SANGYO K.K. (-"-)

24) MASAGORO TAKIZAWA, NAGOYA PAINTS K.K., 8-5, NINOMACHI,
MIZUHO-KU, NAGOYA CITY, AICHI PREF. (PAINT MANUFAC-
TURER. PAID-IN CAPITAL YEN50 MILLION; NUMBER OF
WORKERS: 144; YEARLY SALES YEN1.6 BILLION; HAS 8 BRANCH
OFFICES AND ONE PLANT)

25) KOSEI ABURA, CHIEF, SALES PROMOTION SEC., TOWA DENKI,
45 HARUOKA-DORI, CHIGUSA-KU, NAGOYA CITY, AICHI PREF.
(MANUFACTURER OF ELECTRIC TOOLS. PAID-IN CAPITAL:
YEN63 MILLION; NUMBER OF WORKERS:320; YEARLY SALES;
YEN1.8 BILLION; HAS 18 BRANCH OFFICES, 28 SALES DEPOTS
AND 2 PLANTS)

26) MIKIO MAEDA, MATSUSHITA DENKO K.K., 1048 MONMA,
MONMA CITY, OSAKA (SUBSIDIARY COMPANY OF "NATIONAL
PANASONIC." MANUFACTURER OF ELECTRIC APPLIANCES,
SYNTHETIC RESIN. PAID-IN CAPITAL:YEN12 BILLION;
NUMBER OF WORKERS:10,551; YEARLY SALES:YEN156 BILLION;
HAS 60 BRANCH OFFICES AND 10 PLANTS)

27) YOSHIDA, MATSUSHITA DENKO K.K. (-"-)

28) MAKI, MATSUSHITA DENKO K.K. (-"-)

29) UNKNOWN REPRESENTATIVE, CEMEDINE K.J., 5-9 HIGASHI
UNCLASSIFIED

UNCLASSIFIED

PAGE 03 TOKYO 12465 261252Z

GOTANDA 4-CHOME, SHINAGAWA-KU, TOKYO (MANUFACTURER
OF ADHESIVS, ETC. PAID-IN CAPITAL:YEN500 MILLION.
NUMBER OF WORKERS:697; YEARLY SALES:YEN5.5 BILLION;
HAS 3 BRANCH OFFICES, 6 SALES DEPOTS AND 2 PLANTS)

30) HARUO SHIBAOI, PRESIDENT, HOZU SHOJI K.K., 1-20,
YOTSUYA, SHINJUKU-KU, TOKYO (TRADING FIRM. PAID-IN
CAPITAL:YEN10 MILLION; NUMBER OF WORKERS:31; YEARLY

SALES:YEN173 MILLION).
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